

Two Workshops on Cost Effective Public Relations Strategies

Tuesday, March 21, 2006
10am-3pm
Massanutten Regional Library
174 South Main St,
Harrisonburg, VA 22801

Wednesday, March 22, 2006
10am-3pm
Depot Conference Facility
113 South Commerce St.
Culpeper, VA 22701

The Virginia Commission for the Arts in partnership with the Virginians for the Arts Foundation and the Windmore Foundation for the Arts is pleased to invite all Board and Staff members of Virginia arts organizations and anyone interested in learning more about cost efficient public relations strategies for arts organizations to join us in a day long workshop. The day's agenda will be presented by the Virginia Commonwealth University (VCU) Department of Mass Communications and Lauron Associates.

The workshops will take place **Tuesday, March 21, 2006** from 10am to 3 pm, at the **Massanutten Regional Library in Harrisonburg, VA**; and **Wednesday, March 22, 2006** from 10am to 3pm, at the **Depot Conference Facility in Culpeper, VA**.

The featured agenda includes; adapting to the rapidly advancing field of communication in the 21st century, developing the art of planning to achieve cost effectiveness, using print and broadcast media to effectively reach your audiences, practical event planning, and creative partnerships. To learn more about agenda topics call the Commission for the Arts at (804) 225-3132 or visit the commission's website at <http://www.arts.virginia.gov/>.

Workshop speakers include Ron Reid, Laura Stein, and Paula Otto. All speakers are VCU School of Mass Communications faculty members, as well as partners of Lauron Associates. Lauron Associates is a firm dedicated to helping various organizations improve their communication skills and create programs to help support organization staff members. Associates work towards this goal through workshops, lectures, and counseling. To learn more about Lauron Associates visit their website at <http://www.lauronassociates.com/>.

If you are interested in attending the workshops, you can learn more about the event and access a registration form by clicking the following links:

<http://www.arts.state.va.us/news/releases/harrisonburgbrochure.pdf>

<http://www.arts.state.va.us/news/releases/culpeperbrochure.pdf>

For Further Information:
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www.arts.virginia.gov